



NEWS

FOR IMMEDIATE RELEASE

CONGRESSWOMAN LOIS CAPPS VISITS GIRLS INC. OF CARPINTERIA



CARPINTERIA, August 28, 2014 — Local girls were joined by Congresswoman Lois Capps at [Girls Inc. of Carpinteria](#) on Wednesday, August 27th. The Congresswoman joined the girls in a media literacy activity designed to help young women navigate a world in which visual media misrepresents both women and men through digital editing. The Congresswoman spoke to Girls Inc. members about her career in Congress and her roles and responsibilities in representing her district in Washington, D.C.

Girls Inc. is dedicated to inspiring girls to be strong, smart, and bold, giving them the tools to have confidence in their bodies and minds and resist gender stereotypes. This message is central to the Congresswoman's Truth in Advertising Act of 2014, which she introduced in Washington, D.C. in March.

The bill, HR 4341, recognizes that “the dissemination of unrealistic body standards has been linked to eating disorders among men and women of varying age groups, but it has a particularly destructive health effect on children and teenagers.” The bill ultimately calls for “a strategy to reduce the use, in advertising and other media for the promotion of commercial products, of images that have been altered to materially change the physical characteristics of the faces and bodies of the individuals depicted.”

“Our youth are faced with unrealistic depictions of beauty every day, and research has highlighted the negative consequences of that exposure,” Capps said. “We need to promote realistic body images to our nation’s young men and women. Girls Inc. is helping girls identify this with the Media Literacy Program, and the Truth in Advertising Act would elevate this conversation to help all young people.”

Girls Inc. is proud to provide girls with opportunities to meet female leaders from a variety of fields, inspiring them to dream big and explore all possibilities for their futures. “Engaging girls with strong, smart and bold women from their community lets girls know that their support system is far and wide,” says Girls Inc.’s Elementary and Eureka! Programs Director, Jessica Wetzel. “These opportunities allow them to envision themselves in leadership positions in the future.”

About Girls Inc. of Carpinteria

Girls Inc. of Carpinteria is a member of Girls Incorporated®, a nonprofit organization that inspires all girls to be strong, smart, and bold. With local roots dating to 1864 and national status since 1945, Girls Inc. has responded to the changing needs of girls through research-based programs and public education efforts that empower girls to understand, value, and assert their rights. We provide programs for girls 6 to 18 years old that focus on science, math, and technology; health and sexuality; economic and financial literacy; sports skills; leadership and advocacy; and media literacy. To learn more, become a volunteer or offer support, please visit www.girlsinc-carp.org/.

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